

Rep Order#	6836018	Ver#	1	Mod#	0	Status	Confirmed	Traffic Order#	1070660
EC'd	Yes								

060                      Printed: 09/26/2012 8:41 AM  
                             Last Received: 09/25/2012 2:41 PM  
 Showing Buylines: All Lines

1 of 6

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) ROMNEY 4 PRESIDENT  
Product ROMNEY FOR PRESIDENT  
Estimate# 400  
Buyer STEPHANIE KINCAD  
Phone#  
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTIONS  
138 CONANT STREET  
BEVERLY, MA 02494  
Agency C/P1/P2/E //400  
Flight Dates 09/26/2012 - 10/02/2012  
Hiatus Weeks

Rep Firm ) PHILADELPHIA  
Sales Office ( ) AMY MCCREARY  
Salesperson ( )  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —

$$SC = *$$

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	6A-7A	WAKE W/WAGNR S2	:30	\$650.00	09/26-09/28	6	1	6	\$3,900.00	
		Buyline Comment: WAKE W/WAGNR S2										
	2	M-TU	6A-7A	WAKE W/WAGNR S2	:30	\$700.00	10/01-10/02	4	1	4	\$2,800.00	
		Buyline Comment: WAKE W/WAGNR S2										
	3	W-F	7A-9A	TODAY SHOW	:30	\$850.00	09/26-09/28	6	1	6	\$5,100.00	
		Buyline Comment: TODAY SHOW										
	4	M-TU	7A-9A	TODAY SHOW	:30	\$900.00	10/01-10/02	4	1	4	\$3,600.00	
		Buyline Comment: TODAY SHOW										
	5	M-TU	9A-10A	TODAY SHOW 2	:30	\$425.00	10/01-10/02	6	1	6	\$2,550.00	
		Buyline Comment: TODAY SHOW 2										
	6	M-TU	10A-11A	TODAY SHOW 3	:30	\$325.00	10/01-10/02	2	1	2	\$650.00	
		Buyline Comment: TODAY SHOW 3										
	7	W-F	10A-11A	TODAY SHOW 3	:30	\$325.00	09/26-09/28	3	1	3	\$975.00	
		Buyline Comment: TODAY SHOW 3										
	8	M-TU	11A-12P	RACHAEL RAY	:30	\$325.00	10/01-10/02	2	1	2	\$650.00	
		Buyline Comment: RACHAEL RAY										
	9	W-F	11A-12P	RACHAEL RAY	:30	\$325.00	09/26-09/28	3	1	3	\$975.00	
		Buyline Comment: RACHAEL RAY										
	10	M-TU	12P-1230P	NEWS AT NOON	:30	\$425.00	10/01-10/02	2	1	2	\$850.00	
		Buyline Comment: NEWS AT NOON										

Station KSNV-TV LAS VEGAS, NV. Advertiser ( ) ROMNEY 4 PRESIDENT Product ROMNEY FOR PRESIDENT Estimate# 400 Buyer STEPHANIE KINCAID Agency ( ) AMERICAN RAMBLER PRODUCTIONS 138 CONANT STREET BEVERLY, MA 02494 Agency C/P1/P2/E //400 Flight Dates 09/26/2012 - 10/02/2012 Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) AMY MCCREARY Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	W-F	12P-1230P	NEWS AT NOON	:30	\$425.00	09/26-09/28	3	1	3	\$1,275.00	
				Buyline Comment: NEWS AT NOON								
	12	M-TU	1P-2P	DAYS OF OUR LIVES	:30	\$425.00	10/01-10/02	2	1	2	\$850.00	
				Buyline Comment: DAYS OF OUR LIVES								
	13	W-F	1P-2P	DAYS OF OUR LIVES	:30	\$425.00	09/26-09/28	3	1	3	\$1,275.00	
				Buyline Comment: DAYS OF OUR LIVES								
	14	M-TU	2P-3P	DOCTORS	:30	\$325.00	10/01-10/02	2	1	2	\$650.00	
				Buyline Comment: DOCTORS								
	15	W-F	2P-3P	DOCTORS	:30	\$325.00	09/26-09/28	3	1	3	\$975.00	
				Buyline Comment: DOCTORS								
	16	M-TU	3P-4P	DR. PHIL	:30	\$450.00	10/01-10/02	2	1	2	\$900.00	
				Buyline Comment: DR. PHIL								
	17	W-F	3P-4P	DR. PHIL	:30	\$450.00	09/26-09/28	3	1	3	\$1,350.00	
				Buyline Comment: DR. PHIL								
	18	W-F	4P-430P	NEWS	:30	\$600.00	09/26-09/28	3	1	3	\$1,800.00	
				Buyline Comment: NEWS								
	19	M-TU	4P-5P	NEWS	:30	\$725.00	10/01-10/02	2	1	2	\$1,450.00	
				Buyline Comment: NEWS								
	20	M-TU	4P-5P	NEWS	:30	\$725.00	10/01-10/02	4	1	4	\$2,900.00	
				Buyline Comment: NEWS								
	21	W-F	430P-5P	NEWS	:30	\$700.00	09/26-09/28	6	1	6	\$4,200.00	
				Buyline Comment: NEWS								

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Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

Buyline Comment: NEWS AT 5P

Buyline Comment: NEWS AT 5P

Buyline Comment: JEOPARDY

Buyline Comment: JEOPARDY

Buyline Comment: WHEEL

Buyline Comment: WHEEL

Buyline Comment: 11P NEWS

Buyline Comment: 11P NEWS

Buyline Comment: TONIGHT SHOW

Buyline Comment: TONIGHT SHOW

Buyline Comment: DATELINE



Station KSNV-TV LAS VEGAS, NV. Agency ( ) AMERICAN RAMBLER PRODUCTIONS Rep Firm ( ) PHILADELPHIA  
 Advertiser ( ) ROMNEY 4 PRESIDENT 138 CONANT STREET Sales Office ( ) AMY MCCREARY  
 Product ROMNEY FOR PRESIDENT BEVERLY, MA 02494 Salesperson ( )  
 Estimate# 400 Agency C/P1/P2/E //400 Flight Dates 09/26/2012 - 10/02/2012 Salesperson Phone# 215-568-6540  
 Buyer STEPHANIE KINCAID Hiatus Weeks Salesperson FAX# 215-568-1845  
 Phone#  
 Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	44	SU	930P-10P	JEOPARDY	:30	\$800.00	09/30-09/30	1	1	1	\$800.00	
	Buyline Comment: JEOPARDY											
	45	SU	10P-11P	LAW AND ORDER	:30	\$1,200.00	09/30-09/30	1	1	1	\$1,200.00	
	Buyline Comment: LAW AND ORDER											
	46	SU	11P-1130P	11P NEWS	:30	\$1,100.00	09/30-09/30	2	1	2	\$2,200.00	
	Buyline Comment: 11P NEWS											

---REPORT TOTALS---  
 Report Totals: 133 / \$124,650.00

---SALES MONTHLY TOTALS---  
 Sep 12: 85 / \$89,400.00 Oct 12: 48 / \$36,250.00  
 Sales Totals: 133 / \$124,650.00  
 Station Totals: 133 / \$124,650.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$445,179	CATV	0%	KBLR	0%	KINC	0%	KLAS	26%	KSNV	28%
		KTNV	20%	KTUD	1%	KVCW	2%	KVMY	3%	KVVU	20%
		XXXX	0%								

---COMPETITIVE COMMENTS---  
 NEW ORDER  
 EST SAHRES

Books NOV12  
 Demos RA35+

---CREDIT RISK---  
 CASH IN ADVANCE

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